

# Home Furnishings Calendar 1949

JANUARY

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## HOME FURNISHINGS CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. HOME FURNISHINGS CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday January 6 9:00 A.M.	PRESS CONFERENCE Curtains, decorative fabrics and wallpaper will be the subject of this press conference. Contact: Wallace O. Ollman, Merchandise Mart, Chicago.	MERCHANDISE MART	CHICAGO, ILLINOIS
Thursday January 6 10:00 A.M.	PRESS CONFERENCE Lamps and lighting will be the subject of this press conference. Contact: Wallace O. Ollman, Merchandise Mart, Chicago, Illinois.	MERCHANDISE MART	CHICAGO, ILLINOIS
Thursday January 6 10:00 A.M.- 12:00 M.	PRESS PREVIEW AND BUFFET BREAKFAST A collection of new carpets: "Falmouth", "Dallas Broadloom", "Nocturne", and "Victoria", will be introduced to the press. They feature carved effects and are in a moderate price range. By invitation only. Publicity: Franklin Fisher & Associates, Inc., Doris Herzig, MU. 2-1983.	M. J. WHITTALL ASSOCIATES, INC.	295 FIFTH AVENUE SHOWROOM
Thursday January 6 Recently out	HANDBOOK ON CHINA A new and enlarged edition of "The Practical Book of Chinaware" by Harold D. Eberlein and Roger W. Ramsdell has been recently published. This standard reference book in its field has been completely brought up to date with added illustrations and a revised index and bibliography. Publicity: Barbara Frost, VA. 6-3980.	J. B. LIPPINCOTT CO.	521 FIFTH AVENUE
Thursday January 6 Recently out	HOW TO ARRANGE FLOWERS A new book by Dorothy Biddle and her daughter, Dorothy Blom, "Flower Arrangement for Everyone" is particularly timely with flower show time not far away. Tie-ins for table settings and talks by Mrs. Biddle are available. Publicity: Florence Brobeck, GR. 3-4119.	M. BARROWS & CO.	114 EAST 52ND STREET
Thursday January 6 Recently out	NEW COOK BOOK A new cook book containing many old-time Pennsylvania Dutch recipes and entitled "500 Recipes by Request" by Jeanne M. Hall, also features formulae for Mrs. Hall's new line of foods. Buyers and grocery department managers are asked to get in touch with Mrs. Hall, Wabasha, Minn. Publicity: Florence Brobeck, GR. 3-4119.	M. BARROWS & CO.	114 EAST 32ND STREET
January 6	MEETING NAT'L ASS'N OF SUMMER FURN. MFRS. PALMER HOUSE, CHICAGO, ILL.		
Thursday January 6 Going on	NEW SHOWROOM Burwell, Allen & Co., importers of Thaibok silks (hand-loomed decorating silks from Siam) have moved to new ground-floor quarters at the above address. Here you will find a permanent display of heavy two-tone and plaid silks for decorators, furniture manufacturers, etc. Telephone is TE. 8-8050. Publicity: Florence Brobeck, GR. 3-4119.	BURWELL, ALLEN & CO.	37 EAST 61ST STREET
Friday January 7 9:30 A.M.	PRESS CONFERENCE Concluding conference with a panel of retailers will take place. Contact: Wallace O. Ollman, Merchandise Mart, Chicago, Illinois.	MERCHANDISE MART	CHICAGO, ILLINOIS



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
January 7	PRESS DAY, GRAND RAPIDS FURNITURE MARKET, GRAND RAPIDS, MICHIGAN.		
<u>WEEK BEGINNING MONDAY, JANUARY 10, 1949</u>			
Monday January 10 Just Out	REVISED COOK BOOK The famous Toll House cook book, by Ruth Wakefield, has been completely revised, enlarged and new photographs added. Under the title "Toll House Tried and True Recipes", this book contains more than 800 recipes from this well-known New England inn. Publicity tie-ins invited. Publicity: Florence Brobeck, GR. 3-4119.	M. BARROWS & CO.	114 EAST 32ND ST.
Jan. 10-14	PITTSBURGH GLASS & POTTERY EXHIBIT, WILLIAM PENN HOTEL, PITTSBURGH, PA.		
Jan. 10-14	KEYSTONE CHINA & GLASS SHOW, FORT PITT HOTEL, PITTSBURGH, PA.		
Monday January 10- January 15	DINNERWARE SHOW Coincident with the China and Glass Show, leading dinnerware makers will again join in showing consumers the latest styles and patterns in domestic dinnerware and ovenware. Contact: Wilbur Betz, East Liverpool, Ohio.	U.S. POTTERS ASS'N.	KAUFMANN'S, PITTSBG.
Monday January 10- January 14	NEW YORK LAMP SHOW The twenty-fifth semi-annual New York Lamp Show will occupy seven floors of exhibit rooms to hold the more than 350 lamp lines on display. This year the management has added a division for the display of supply materials for manufacturers. Hours: 9 A.M. to 6 P.M. with a 1 P.M. closing on January 14th. Contact: George F. Little Management, MU.9-7147.	GEORGE F. LITTLE	HOTEL NEW YORKER
Monday January 10- January 14	N.R.D.G.A.'S 34TH ANNUAL CONVENTION "Democracy Works Here" is the theme of the annual convention. Daily sessions run from 9:30 A.M. to 5 P.M. During the convention the 100 best retail newspaper advertisements of 1946 as selected by a jury of judges will be exhibited. Contact: Robert Mayer, GH. 4-8780.	NAT'L RETAIL DRY GOODS ASSOCIATION	HOTEL STATLER (PENNSYLVANIA)
Tuesday January 11 9:45 A.M.- 5:30 P.M.	FOURTEENTH BRIDAL CLINIC "The Bride's Magazine" will hold its Fourteenth Bridal Business Clinic, as announced by Brides House, Inc., at the Crystal Gardens and Grand Ballroom of the Ritz-Carlton. As in the past, this will be an all-day affair. Following the business sessions, there will be a Home Furnishings Show this year. This will be held at 11:15 A.M. and followed by a luncheon. Later there will be a Fashion Show and a champagne party. By invitation, for retailers from leading stores from this country and Canada, and resident buyers. Contact: Alice Rydell, MU. 2-1490.	THE BRIDE'S MAGAZINE	RITZ-CARLTON HOTEL
Wednesday January 12 4:00 P.M.- 6:00 P.M. Cocktails	PRESS PREVIEW OF MOVIE "THIS IS NYLON" A 29-minute color film, the first to be devoted entirely to nylon, its development and textile uses, will be shown to the press at 9:30 A.M.; 12:15, 1:45, 3, 4, 4:45 and 5:30 P.M. on the 50th floor. Attendance by invitation only. Cocktails from 4 to 6 P.M. Contact: Blanche Gaillard, Public Relations Dept., LO. 3-6400, Ext. 375.	NYLON DIVISION DU PONT COMPANY	CHANIN BLDG. 122 EAST 42ND ST.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday January 12- January 14	FOURTH ANNUAL TECHNICAL SESSION Program Chairman for the meeting is Harold Freeman of American Cyanamid in New York; Leonard Mayor of Western Products, Inc., Newark, Ohio is Chairman of the Exhibit Committee. An exhibit will be included in the program. Publicity: Langdon P. Williams, S.P.I., Inc., MJ. 6-1490.	S.P.I., INC., REINFORCED PLASTICS DIVISION	EDGEWATER BEACH HOTEL, CHICAGO, ILL.
Thursday January 13- January 14	DECORATIVE ARTS FAIR IN CHICAGO More than a dozen designers in the fields of hand-woven fabrics, rugs, ceramics, hand-printed textiles, and wallpapers, lamps, watercolors and sculpture will display their work under the auspices of the AID's Illinois chapter. The chapter's trade luncheon will be held in the Merchants and Manufacturers Club in the Merchandise Mart on January 13. Contact: Marion Stutzman Quinlan, 33 Bellevue Place, Chicago 11, Illinois.	AMERICAN INSTITUTE OF DECORATORS	ROOM 1154 MERCHANDISE MART
Thursday January 13- January 20	HOUSEWARES AND HOME APPLIANCE EXHIBIT The annual housewares and home appliance exhibit will be held in the two main halls of the auditorium. The banquet will be held on January 18. Contact: A. W. Buddenberg, ex. sec. N.H.M.A., Chicago, Illinois.	NAT'L. HOUSEWARES MFRS. ASSOCIATION	NAVY PIER CHICAGO, ILLINOIS
Saturday January 15 Going On	LINE OF FRENCH PORCELAINS Beginning on this date there will be a special display of French china, vases, figurines, cups and saucers, and so forth, especially designed and all painted by hand. These items are all copies of early 19th Century porcelains. Publicity: K.J. Mann, Mann-Ellis, Inc., LO. 4-0950.	I. FREEMAN & SON, INC.	12 EAST 52ND STREET
January 16	ESTABLISHMENT NAT'L FED'R'TN HOUSEWARES CLUBS, HOTEL STEVENS, CHICAGO.		
Jan. 16-18	NEW CROSLLEY LINE TO BE SHOWN TO DEALERS, CONGRESS HOTEL, CHICAGO, ILL.		
Jan. 16-20	NAT'L ASS'N OF MUSIC MERCHANTS REGIONAL CONFERENCE, LOS ANGELES, CALIF.		
<u>WEEK BEGINNING MONDAY, JANUARY 17, 1949</u>			
January 17	ENAMELED UTENSIL MFRS. COUNCIL LUNCHEON, MERCHANDISE MART, CHICAGO, ILL.		
Monday January 17 3 - 7 P.M. Cocktails	NEW LINE OF NURSERY FURNITURE The trade and press are invited to a showing of new lines of nursery furniture on this date. Contact: Mr. B.J. Greenbaum, LO. 5-1450.	NURSERY FURNITURE CO.	15 WEST 34TH ST. SHOWROOM
Jan. 17-22	JANUARY CARPET MARKET, NEW YORK, N.Y.		
Jan. 17-22	WINTER FURNITURE MARKET, NEW YORK FURNITURE EXCHANGE, NEW YORK, N.Y.		
Jan. 17-28	HIGH POINT FURNITURE MARKET, HIGH POINT, N.C.		
January 18	NATIONAL HOUSEWARES MFRS. ASS'N. BANQUET, PALMER HOUSE, CHICAGO, ILL.		
January 18	ANNUAL DINNER, INFANTS' FURN. REP. ASS'N., HOTEL NEW YORKER		
Jan. 18-19	RADIO MFRS. ASS'N. INDUSTRIAL RELATIONS CONFERENCE, HOTEL STATLER, N.Y.C.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday January 20 12:30 P.M.	MONTHLY LUNCHEON Lillian Eddy, Home Lighting Specialist of the Lamp Dept. of G. E., will speak on "Twenty Years of Lamp Fashions" at the luncheon which is to be held in the Hendrik Hudson Room. Contact: Josephine M. Brush, 155 East 96th Street, New York 28, N. Y.: SA. 2-1839.	HOME FASHIONS LEAGUE	HOTEL ROOSEVELT
Thursday January 20 4:00 P.M.- 7:00 P.M.	PRESS SHOWING A new fabric house will show its drapery and upholstery fabrics to the press on this date. Some are of woven leathers, and there are other novelty weaves. Party will be held on third floor; entrance is through the House of Flowers. By invitation only. Contact: Sylvia Saponoff, PL. 7-3896.	ISABEL SCOTT FABRICS	3RD FL., 4 W. 56TH ST.
January 20 Coming Out	NEW DIET COOK BOOK "Diabetic Menus, Meals and Recipes", written by a diabetic to enable others to serve meals which are safe for them and appetizing to their families, is also a helpful guide to overweight people, as each recipe is analyzed for its content of carbohydrates, protein and fat. Publicity: Louise Thomas, Doubleday & Co., CL. 6-1700.	DOUBLEDAY & CO., INC.	14 WEST 49TH STREET
Sunday January 23- January 26	CALIFORNIA CURTAIN AND DRAPERY SHOW "Home Fashion Fiesta" will feature merchandise for windows, bathrooms, kitchens and bedrooms. Contact: Worth Larkin-Dick Bean, RI. 2441.	LOS ANGELES TRADE FAIR 1151 S. BROADWAY	ALEXANDRIA HOTEL LOS ANGELES, CAL.
Jan. 23-28	CALIFORNIA GIFT SHOW, ALEXANDRIA HOTEL, LOS ANGELES, CAL.		

#### ADVANCE DATES AND NOTICES

Jan. 24-28	NINTH INTERNAT'L HEATING AND VENTILATING SHOW, CHICAGO, ILLINOIS.		
Jan. 24-28	LOS ANGELES FURNITURE MARKET, LOS ANGELES, CALIFORNIA.		
Monday January 24- January 28	ANTIQUES AND DECORA- TIONS FORUM	THE MAGAZINE ANTIQUES COLONIAL WILLIAMSBURG	WILLIAMSBURG VIRGINIA
	The first of two forums will take place on these dates. It is designed to enable home-owners and antique collectors to study decorations and furnishings with the authentic 18th century buildings and collections of restored Williamsburg as a laboratory. The second forum will be held from January 31 to February 4. As only 150 persons can be accommodated at each session, reservations should be made early. These will include hotel accommodations, meals, registration and other incidental costs and are being offered to subscribers to "Antiques", dealers and those interested in antiques. There will be morning lectures by such authorities as James L. Cogar, consultant to Colonial Williamsburg, Joseph Downs, Curator of the American Wing, Metropolitan Museum, Charles F. Montgomery, authority on pewter, Franco Scalomandre, president of Scalomandre Silks, Charles Messer Stow, antiques editor of the New York Sun, Hensleigh Wedgwood, president of Wedgwood of America, Inc., Miss Alice Winchester, Editor of The Magazine Antiques and others. In the afternoons there will be guided tours, teas and additional discussion periods. Contact: Louise Bahnsen, PL. 9-1600, or write Colonial Williamsburg, Goodwin Building, Williamsburg, Va.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Jan. 24-29	VENETIAN BLIND ASSOC. OF AMERICA CONVENTION, ATLANTIC CITY, NEW JERSEY.		
Tuesday January 25	HOME FURNISHINGS EDITION PLAINFIELD COURIER-NEWS PLAINFIELD, N. J. On this date the Plainfield Courier-News will publish a Home Furnishings Exhibit and Style Show edition. Mats and cuts suitable for newspaper reproduction will be welcome. Contact: Wallace Zimmerman, Plainfield Courier-News, Plainfield, New Jersey.		
Jan. 25-28	MID-SOUTH GIFT SHOW, HOTEL KING COTTON, MEMPHIS, TENNESSEE.		
Thursday January 27	CANCELLATION: PRESS PARTY	EDWARD FIELDS COMPANY	509 MADISON AVENUE SHOWROOM
Note	The Press Party scheduled for this date has been cancelled. Contact: Cancellation Franklin Fisher & Associates, Anne Gorman, MU. 2-1983.		
January 29	INAUGURAL BALL, NEW YORK HOUSEWARES CLUB, HOTEL PENNSYLVANIA.		
Jan. 31-Feb. 1	NAT'L TELEVISION CONFERENCE, EDGEWATER BEACH HOTEL, CHICAGO, ILLINOIS.		
Jan. 31-Feb. 3	NATIONAL ASSOC. OF VARIETY STORES CONVENTION, LA SALLE HOTEL, CHICAGO.		
January 31	NATIONAL NOTION SHOW, HOTEL NEW YORKER, N. Y. TO FEBRUARY 4.		
Monday January 31- February 5	WESTERN WINTER MARKET FEATURING HOME GOODS	WESTERN MERCHANDISE MART	1355 MARKET STREET SAN FRANCISCO
	"Forward in '49" is the theme of this market. Furniture, floor coverings, decorative fabrics, linens and domestics, radios, televisions, gifts, lamps and housewares will all be shown. Contact: Frank K. Runyan, President Western Merchandise Mart, 1355 Market St., San Francisco, Cal.		
Jan. 31-Feb. 11	CHICAGO GIFT SHOW, PALMER HOUSE, CHICAGO, ILLINOIS.		
January 31	MERCHANDISE MART GIFT SHOW, MERCHANDISE MART, CHICAGO, ILL. TO FEB. 12		
Tuesday February 1 6:00 P.M.	ANNUAL A.I.D. AWARDS FOR 1948	AMERICAN INSTITUTE OF DECORATORS	41 EAST 57TH STREET NATIONAL HEADQUARTERS
	On this date entries close for the A. I. D.'s annual design competition. Fabrics, furniture, floor coverings, wall coverings and lighting are the fields covered. Any designer may enter the design of a product not offered for sale prior to January 1, 1948 which has reached the consumer market. Submissions are not limited in number but an entry form must indicate how many submissions and reach the A. I. D. not later than Friday, January 21, 1949. Submissions must be anonymous. Entry forms and rules may be secured from the A. I. D. Contact: May Gerard, PL. 8-1642.		
Tuesday February 1 Just Out	NEW BOOK: HOME REPAIRS	BOOKS, INC.	1140 BROADWAY
	"Everybody's Home Fix-It Guide" by D. Sara, a 256 page, illustrated book showing use of tools, how to make things, how to repair things, hints on garden tools, etc. will be published on this date. Contact: Mr. Hamming, Books, Inc., LE. 2-5767.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
February 1	MONTHLY MEETING UPHOLS. FURN. MFRS. ASS'N.,		HOTEL McALPIN, NEW YORK.
Tuesday February 1- July 31	ON-THE-JOB COURSE Four young college women have been chosen by a committee to receive a six months' on-the-job training course at Good Housekeeping Institute as announced by Herbert Mayes, Editor of Good Housekeeping. They will serve as junior staff members and be paid a salary during this period. The training program is being given in collaboration with the American Home Economics Ass'n., which sponsors it, and will include all phases of home economics: cookery, household equipment, laundering, etc., as well as preparation of editorials, supervision of photographing and so on. The committee which selected these candidates consists of: Frances Urban, Field Secty., American Home Economics Ass'n.; Marie Mount, Dean of Home Economics, University of Maryland; Marie Sellers, Director of Consumer Services, General Foods Corp.; Ruth Lusby, Head of Food Administration Dept., N.Y. State Inst. of Applied Art. Contact: Katharine Fisher, Director Good Housekeeping Institute, CO. 5-7300.	GOOD HOUSEKEEPING	959 EIGHTH AVENUE
Thursday February 3 Just Out	NEW BOOK ON HOME REPAIRS "The Doubleday Encyclopedia of Home Repairs, Maintenance and Alteration", a 448 page book with over 1300 illustrations by Lee Frankl, will be published on this date. As the book is large, 8½" by 10", a step-by-step description of even the most complicated job has been integrated with detailed drawings to make the work easy for anyone to do. Publicity: Louise Thomas, Doubleday & Co., CI. 6-1700.	DOUBLEDAY & COMPANY	14 WEST 49TH STREET
Feb. 6-9	WESTERN MERCHANDISE EXHIBITORS SPRING SHOW,		SAN FRANCISCO, CALIFORNIA.
Feb. 6-10	NEW YORK STATE GIFT AND ART SHOW,		HOTEL STATLER, BUFFALO, NEW YORK.
Feb. 7-11	LINEN TRADE ASSOCIATION SHOW,		HOTEL COMMODORE, NEW YORK CITY.

#### MUSEUM, GALLERY AND GARDEN NEWS

Thursday January 6 3:00 P.M.	FURNITURE LECTURE First of a series of six talks on furniture by Stuart M. Shaw, this lecture will deal with English Furniture of the 16th and 17th Centuries and will be held in the Lecture Hall. Publicity: Lillian Green, RH. 4-7690.	METROPOLITAN MUSEUM	5TH AVE. & 82ND ST.
Thursday January 6 Going On	"LIVING FOSSIL" Several Metasequoias, trees, related to the California redwood, which flourished twenty million years ago and until recently were thought to be extinct, may be seen in the Display Greenhouse. They were grown from seeds and range from four to eight inches in height. When old such trees are enormous and can be seen for miles around. Publicity: Matthew A. Bassity, MA. 2-4433.	BKLYN BOTANIC GARDEN	1000 WASHINGTON AVE
Friday January 7 3:00 P.M.	DECORATIVE ARTS TALK The decorative arts of France will be discussed by Huldah Smith on this date. Publicity: Lillian Green, RH. 4-7690.	METROPOLITAN MUSEUM	5TH AVE. & 82ND ST.
Sunday January 9 3:30 P.M.	TALK ON GLASS Hugh J. Smith, Research Associate in Glass, will talk about Recent-day European Glass. Publicity: Lillian Green, RH. 4-7690.	METROPOLITAN MUSEUM	5TH AVE. & 82ND ST.



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<u>MUSEUM, GALLERY AND GARDEN NEWS (Continued)</u>			
Thursday January 13 3:00 P.M.	FURNITURE LECTURE Second of a series of six talks by Stuart M. Shaw, this lecture will discuss English Interiors of the 17th and 18th Centuries and will be held in the Lecture Hall. Publicity: Lillian Green, RH. 4-7690.	METROPOLITAN MUSEUM	5TH AVE. & 82ND ST.
Friday January 14- January 30	WALLPAPER EXHIBIT: KATZENBACH & WARREN The revolutionary strides made in wallpaper design, textures and uses will be on view. This is the exhibit which first opened in New York. In conjunction with it, the Art Alliance and Katzenbach & Warren will sponsor a wallpaper design contest open to students of schools teaching wallpaper, textile and industrial design. Publicity: Andrew J. Seraphin, The Art Alliance, 251 South 18th Street, Philadelphia, Pa.	AMERICAN FEDERATION OF ARTS	THE ART ALLIANCE PHILADELPHIA, PA.
Sunday January 16 3:30 P.M.	TALK ON HOMECRAFTS Allen Eaton, of the Russell Sage Foundation, will discuss Homecrafts of the Countryside. Publicity: Lillian Green, RH. 4-7690.	METROPOLITAN MUSEUM	5TH AVE. & 82ND ST.
Tuesday January 18 2:00 P.M.- 5:00 P.M.	PRESS PREVIEW OF REOPENED GALLERIES The galleries of Far and Near Eastern Art will be shown to the press on this date. On Thursday, January 20, there will be a private view by invitation only. The public opening is scheduled for Friday, January 21. Hours: 10 A.M. to 5 P.M. weekdays; until 9 P.M. Wednesdays; 1 to 5 P.M. Sundays. Publicity: Lillian Green, RH. 4-7690.	THE METROPOLITAN MUSEUM OF ART	NORTH WING 82ND ST. & 5TH AVE.
Tuesday January 18 5:00 P.M. Cocktails	AWARDS TO BE ANNOUNCED The names of the winners in the International Competition for Low Cost Furniture Design will be announced on this date. Nearly 1000 competitors from 34 countries all over the world sent in entries, and many of the winners will be present. Awards will be made by Nelson Rockefeller in the Museum Penthouse. Attendance by invitation only. At the same time the award will be made to one of the six teams which have been preparing technological research reports. Publicity: Betty Chamberlain, CI.5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET
Wednesday January 19 2:30 P.M.	LECTURE ON LANDSCAPE PRINCIPLES After the presentation of trophies for flower arrangements and gardens, R. P. Korbobo of the College of Agriculture, New Brunswick, N.J. will speak on "Landscape Principles As Applied to the Home Property." There will be a flower show featuring seasonal material. No admission fee. Open to non-members. Contact: Elizabeth Peterson, PL. 7-0915.	THE HORTICULTURAL SOCIETY OF NEW YORK	COLONNADES BALLROOM THE ESSEX HOUSE
Wednesday Jan. 19-20 3:00 P.M.	FURNITURE LECTURE Queen Anne and Georgian Furniture will be the subject of Stuart M. Shaw's lecture which will be given in the Galleries on these two days. Publicity: Lillian Green, RH. 4-7690.	METROPOLITAN MUSEUM	5TH AVE. & 82ND ST.
Tuesday January 25 Going On	EXHIBITION OF NEW ACQUISITIONS An exhibition showing purchases in the field of fine and decorative arts will be held. Hours: 12 to 5:30 P.M. daily; 7 to 9 P.M. Wed. and Thurs.; 2 to 6 P.M. Sun, and holidays. Publ.: Mildred Holzhauer, MI. 2-0011.	THE NEWARK MUSEUM	WASHINGTON PK. WEST NEWARK, N.J.



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<u>MUSEUM, GALLERY AND GARDEN NEWS (Continued)</u>			
Tuesday January 11 11:00 A.M.	PRESS CONFERENCE A press conference will be held to meet the architect, Marcel Breuer, and to hear him discuss plans for an exhibition house now under construction in the Museum Garden. The conference will take place in the Museum Penthouse. By invitation only. Publicity: Betty Chamberlain, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET
Wednesday Jan. 26-27 3:00 P.M.	FURNITURE LECTURE The Chippendale Style will be discussed by Stuart M. Shaw in his lecture given in the Galleries. Publicity: Lillian Green, RH. 4-7690.	METROPOLITAN MUSEUM	5TH AVE. & 82ND ST.
Monday January 31 2:00 P.M.- 5:00 P.M.	STAGE SET DISPLAY A press view of the exhibition "Behind the American Footlights" will be held. In addition to stage settings, costumes will also be displayed. The private view will be held Thursday, February 3 in the evening and the exhibit will be opened to the public Friday, February 4. Hours: 10 A.M. to 4 P.M. weekdays; until 9 P.M. Wednesdays; 1 to 5 P.M. Sundays. Publicity: Lillian Green, RH. 4-7690.	METROPOLITAN MUSEUM	82ND ST. & 5TH AVE.
Tuesday February 1 7:30 P.M.- 9:30 P.M.	COURSE IN SILK-SCREEN TEXTILE PRINTING A workshop course of 15 sessions, conducted by Ray Euffa, will begin and continue on Tuesdays and Thursdays. Students enrolled in this may also attend five sessions on Textile Design at the same hours on Mondays. Registration after Jan. 1. Contact: Doris Meltzer, CI. 5-8936.	NATIONAL SERIGRAPH SOCIETY	38 WEST 57TH STREET GALLERIES
Wednesday February 2- February 3 3:00 P.M.	FURNITURE LECTURE Robert Adam, Architect and Designer, is the subject of the fifth lecture by Stuart M. Shaw which will be given in the Galleries on these two days. Publicity: Lillian Green, RH. 4-8690.	METROPOLITAN MUSEUM	5TH AVE. & 82ND ST.
Wednesday Feb. 9-10 3:00 P.M.	FURNITURE LECTURE Sheraton and Hepplewhite will be the subject of the last lecture by Stuart M. Shaw, in the Galleries. Publicity: Lillian Green, RH. 4-7690.	METROPOLITAN MUSEUM	5TH AVE. & 82ND ST.

#### RADIO AND TELEVISION NEWS

Thursday January 6 1:00 P.M.- 1:30 P.M.	THE FINE ART OF REPAIRING Dorothy Doan will have as her guest Mr. Roscoe C. Hess, self-styled "repairer of the irreparable." Mr. Hess will demonstrate repairs on china, glass, pewter, etc., and will give pointers to homemakers on making their own repairs. Publicity: Helen Brattrud, PL. 5-2000.	"VANITY FAIR" CBS-TV	CBS-TV 15 VANDERBILT AVE.
Thursday January 6 4:15 P.M.- 4:30 P.M.	DECORATING TRICKS FOR NEW YORK APARTMENTS James G. L. Mitton, furniture designer and decorator, will discuss with Grace King the application of design to current problems in New York apartments, such as how to make a room seem wider, higher and so on. Publicity: Seymour Fogelson, ME. 5-5300.	SACHS QUALITY STORES	STATION WMCA 1657 BROADWAY
Thursday January 6 8:00 P.M.- 8:30 P.M.	FINE COOKING ON TELEVISION Sole Amandine and orange cake will be demonstrated and described by Dione Lucas. Publicity: Helen Brattrud, PL. 5-2000.	DIONE LUCAS CBS-TV	CBS-TV 15 VANDERBILT AVENUE



DATEWHAT'S GOING ONGIVEN BYWHERERADIO AND TELEVISION NEWS (Continued)

Friday	QUESTIONS AND ANSWERS	THE NEEDLE SHOP	WABD DUMONT
January 7	TO DECORATING PROBLEMS	WABD	515 MADISON AVENUE
2:30 P.M.-	Questions on the making of slipcovers will be the main subject of Alice		
2:45 P.M.	Burrows' program. Contact: David Davis, MU. 8-2600.		
Friday	THE MANY USES	SACHS QUALITY STORES	STATION WMCA
January 7	OF COLOR		1657 BROADWAY
4:15 P.M.-	Howard Ketcham, color expert and specialist and designer, will talk with		
4:30 P.M.	Grace King about color in the home, in industry and in clothes. Mr. Ketcham designed the interiors of all Pan-American Airways planes and has recently designed the Jersey Central Railroad's cars, engines and interior appointments of the passenger cars. Publicity: Seymour Fogelson, ME. 5-5300.		
Monday	HOW TO MAKE	THE NEEDLE SHOP	WABD DUMONT
January 10	SLIPCIVERS	WABD	515 MADISON AVENUE
2:30 P.M.-	Alice Burrows will continue to describe and demonstrate the way to make		
2:45 P.M.	slipcovers at home. Contact: David Davis, MU. 8-2600.		
Monday	DECORATION IN	SACHS QUALITY STORES	STATION WMCA
January 10	HOUSING PROJECTS		1657 BROADWAY
4:15 P.M.-	Mrs. Edith Pope, housing manager of Amsterdam Houses, will discuss with		
4:30 P.M.	Grace King the problems involved in decorating housing projects. Publicity: Seymour Fogelson, ME. 5-5300.		
Tuesday	NEW HOUSE	SACHS QUALITY STORES	STATION WMCA
January 11	Jerome Zerbe will describe his new French Pavilion house with its		
4:15 P.M.-	octagonal living room to Grace King. This house is being shown in six		
4:30 P.M.	pages in House & Garden. Publicity: Seymour Fogelson, ME. 5-5300.		
Wednesday	LAMPS AND LIGHTING	SACHS QUALITY STORES	STATION WMCA
January 12	Miss Barbara Baer, Associate Editor of "Lighting and Lamps" will discuss		
4:15 P.M.-	the proper lighting of the home with Grace King. Publicity: Seymour		
4:30 P.M.	Fogelson, ME. 5-5300.		

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ADDITIONAL REPORT ON GIVE-AWAY PROGRAMS  
V.I.P. SERVICE, INC.

In addition to network radio give-away shows, there is tremendous acceptance on a regional basis for local and regional shows of the same nature. Many radio personalities who never become network stars have a vast and loyal audience in regional areas throughout the country. They do a big selling job; promotion on their programs means a lot. On-the-spot research tests have shown equally excellent brand identification and sales results. V. I. P. Service has a selected list of over 36 such high-ranking regional shows. Anyone wishing to secure economical radio promotion for small and useful household items is asked to communicate with V. I. P. Contact: Al Wallace, V. I. P. Service, 1775 Broadway, New York 19, New York, PL. 7-0130.



# *Home Furnishings Calendar*

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Room 519, 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

Emma Aubert Cole, Managing Editor

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